

MISSION

Does the mission statement...

...define why the agency exists?

...communicate fundamental values and beliefs to all employees?

...identify core services and who we do them for?

...provide inspiration and supply energy and motivation?

...translate into terms that can be understood and acted upon?

...identify the agency's commitment, focus and identity?

...articulate the vision to a broad public, both inside and outside?

...have symbolic value – making a declaration?